SECRETARY OF STATE

State Capitol, Suite 204
500 East Capitol Avenue
Pierre, South Dakota
57501-5070
sdsos@state.sd.us
www.sdsos.gov

Chris Nelson
Secretary of State

Teresa J. Bray
Deputy

August 6, 2010

Jeannie Bremer
Nixon Peabody LLP
One Embarcadero Center
San Francisco, CA 94111

Dear Jeannie:

Our office is in receipt of your sweepstakes request. The date of the filings is August 6, 2010. You may open your sweeptstakes 30 days after the filings, which would be September 6, 2010.

If there is any other way in which our office could assist you, please feel free to contact me at (605) 773-3537 or email me at Judy.Larson@state.sd.us. Thank you.

Sincerely,

Judy A. Larson

Judy A. Larson
Administrative Assistant

Letter sent via email.

NIXON PEABODY LLP
ATTORNEYS AT LAW

One Embarcadero Center
San Francisco, California 94111
Phone: (415) 810-4202
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Jeannie Bremer
Professional Specialist

E-Mail: jbremer@nixonpeabody.com

August 5, 2010

Ms. Judy Larson
South Dakota Secretary of State
500 East Capitol Avenue
Pierre, South Dakota 57501-5007

Via Electronic Mail

Dear Ms. Larson,

I am writing on behalf of my client, The Wine Group, Inc. which is seeking approval from your office for a sweepstakes program for one of its wine brands, Concannon Vineyard.

The Wine Group is sponsoring a sweepstakes program for its brand, Concannon Vineyard, entitled "Family First Sweepstakes". The sweepstakes will begin on September 1, 2010 and will conclude on December 31, 2010. The one and only prize for its sweepstakes program will be awarded on January 13, 2010.

The sweepstakes prize is $20,000 to be awarded in the form of a check payable to the winner.

The sweepstakes will be open to legal residents age 21 and over at the time of entry. The sweepstakes will be offered in all states where permitted. Individuals can find information on how to enter the sweepstakes at the point of sale in retail locations or via the Concannon Vineyard website (**www.concannonvineyard.com**). The sweepstakes will be promoted at the point of sale in off-premise locations.

I am enclosing the following materials related to the program for your consideration:

1) Copy of the complete sweepstakes rules and abbreviated rules.
2) Copy of point of sale materials promoting the sweepstakes.
3) Copy of tear-off sheets available at point of sale promoting the sweepstakes and information on procedures for entering the sweepstakes.
4) Copy of the sweepstakes pages from the official Concannon Vineyard website including rules and electronic entry form (**www.concannonvineyard.com**).

We greatly appreciate your taking the time to review these materials and hope to obtain approval for this sweepstakes program. Should you need additional information or if you have any questions about the program, please feel free to contact me at any time. My contact information can be found at the top of this page.

On behalf of The Wine Group, I thank you for your consideration of our sweepstakes approval request.

Kindest regards,

Jeannie

Jeannie Bremer